

Viseum UK Group Business Summary

The world is saturated with not-fit-for-purpose CCTV equipment that allows terrorists and other criminals to disrupt the way of life for us all. In today's security climate CCTV is the world's most important weapon against crime and terrorism, yet there is no other mainstream brand internationally known for setting the highest standards of manufacturing [CCTV Innovations](#).

All other manufacturers in the security industry sell on how cheap their products are, and because the Viseum UK Group's expertise is in designing the [highest quality](#) customised CCTV [Product Solutions](#), it is rapidly on its way to becoming the brand that all customers come to when they think of CCTV Security and Surveillance.

Viseum is already the industry influencer for video analytics software, security and surveillance innovation. Many businesses refer to Viseum [CCTV technologies](#), and it is very safe to say that all come to Viseum when looking for the best.

Patented Flagship Product – [The Best CCTV Camera in the World](#)

At the heart of our intelligent surveillance solutions is the internationally patented [Intelligent Moving Camera](#) "Viseum IMC". This camera is widely recognised as the much-needed technology for today's CCTV and security surveillance markets, and is the world's only long-range panoramic security camera. It is the only security camera to automatically detect and follow multiple people and vehicle incidents in all directions at the same time, up to a complete 360° panorama of the entire area.

This [CCTV Innovation](#) has led to Viseum dominating a new market that has bridged the very large gaps between, and solved the many intrinsic problems with, standalone CCTV security systems, manned surveillance services and manned guarding patrols. It is most effectively marketed as a [Disruptive Technology](#) for the CCTV security and surveillance industry. As with the world's other successful Disruptive Technologies in other markets, Viseum is positioned as having the world's best CCTV solutions to dominate the US\$70 billion security industry, and to become the international mainstream security solutions brand known for introducing the world's most advanced CCTV technologies as trusted plug-and-play solutions.



The Viseum Brand

The Viseum Intelligent Moving Camera is [Internationally Patented](#) and has very strong defensive qualities. The Viseum brand is visually recognised for this patented configuration of fixed and moving cameras co-located on the same common structure, operating together to provide wide area security for complex and challenging environments. People who see an image of a Viseum camera configuration naturally think of Viseum being the internationally patent protected CCTV brand. Any other brand of this configuration will be seen as an illegal copy generating more business for the Viseum UK Group. We operate a formal [Branding Policy](#) which is an integral part of the Viseum business.

“The potential for Viseum products and services is huge in our country”

(Typical quote from ministers and national government security advisors from countries new to Viseum)

Viseum Marketing Advantage

The Viseum UK Group is at least 10 years ahead in its marketing of Intelligent CCTV Product Solutions. Viseum is looked upon as ahead of any competition when introducing cutting-edge technologies as trusted plug-and-play solutions. Our key marketing strengths is are our knowledge of the industry, and our ability to regularly modify and improve each sales asset with up-to-date sales messages, taken from our customers' feedback on how they understand and benefit from Viseum solutions.





Viseum Customer's Business Case:

Best value CCTV camera technology:

Viseum's intelligent CCTV solutions are proven to deliver the best results and the strongest available deterrent, with the most effective and the most economical CCTV security to cover all required areas. The value to customers of having the only effective solution to the problem of wide area security is that they can use high quality close up forensic video evidence of crime in wide areas, no matter:

- Where the site gets broken into or where or how the suspects entered and left the scene.
- Where the incident takes place.
- If the suspect is wearing a hood or mask to cover their face, a positive ID can still be made.

Constant surveillance and complete coverage for a major deterrent:

Criminals rarely ever commit crimes when they can see CCTV cameras following them. The Viseum IMC uses high specification fixed camera modules to constantly monitor the required area, in all directions and at the same time, with specific areas, e.g. pinch points, easily given priority, to a) automatically control the PTZ camera to capture close up court-quality evidence of incidents, and b) where appropriate, intelligently switch the PTZ camera between incidents if they occur at the same time, effectively dealing with multiple events and diversion tactics.

4G Mobile Wireless Networks (subject to availability)

The Viseum IMC was designed to be managed with the highest quality images using cost-effective broadband services. The Viseum IMC is the only camera that proactively sustains a long-term deterrent and continues to capture evidence of incidents even if the remote communications ever becomes randomly/temporarily unstable.

[> Download Viseum Customer's Business Case <](#)



Patent Protected Markets

Security organisations around the world spend billions each year, many with large numbers of permanent staff, trying to collect suitable video images, searching through days or even months of video for just a few seconds of crucial evidence. The vast majority of these efforts result, daily, in lengthy reports as to why the CCTV evidence available could not be used because the incident did not occur close up to the CCTV camera, or was missed completely because the camera was pointing in a different direction.

The Viseum IMC is a modular hardware configured multiple camera unit used to simplify the following deployment options:

The Viseum IMC is used to simplify and enhance the following deployment options:

- ① Retrofits – to replace or upgrade existing permanent PTZ camera installations.
- ① Temporary or Redeployable – for temporary installations such as on street lighting columns.
- ① Rapid deployments – using self-contained CCTV trailers for emergency situation awareness or temporary events.

The Viseum IMC is designed for the following environments:

- ① Large indoor and outdoor wide areas.
- ① Large indoor and outdoor targeted areas.

The Viseum IMC is designed for the following applications:

- ① Large populated wide areas.
- ① Unpopulated single or multiple attack intruder environments.

The Viseum IMC operates as an unmanned standalone camera and can be integrated for operator override when used with:

- ① 24/7 monitored central control rooms.
- ① Part-time monitored central control rooms.
- ① Manned response central control rooms.
- ① Mobile observation posts.



Existing Markets - Our target markets are government, police and large corporate organisations that use remote monitored CCTV security services, all suffering from the same major problems of poor security performance and operational overhead constraints. Examples:

- **Safe City Projects** - Viseum sales collateral available from our [website](#) presented to government leaders generates Safe City projects, and a non-working model of the Viseum camera helps win the first **Proof-of-Concept** (POC) installations typically worth US\$20,000,000 and eventually worth in excess of US\$80,000,000 excluding ongoing revenues.
- **Legacy Security System Upgrades** – All other security products and services have so much competition that it forces its suppliers to sell in high volume and reduce their quality. All security-focused businesses want to resell their products and/or services alongside Viseum solutions because of the patent-protected value Viseum solutions give the end user. For this we have developed our **Certified Technology Partners Programme** – this is successful in focusing suitable partners to generate security projects and fund joint marketing campaigns.
- **£100m Security Service** - There is very little profit in selling human resource for physical security services. Many organisations want to move from using manned guarding security services over to using electronic security, but are reluctant to do so because of the substandard technical performance and reliability of all other systems.

Note – If Windows PowerPoint file does not play – right-click the Windows file, go to file properties, and then click “Unblock” security setting on General tab.

New Markets - Viseum camera technology bridges the very large gap between, and solves the many intrinsic problems with, standalone CCTV systems and remote operator monitored surveillance. This generates new markets where both types of system are too ineffective to be considered, or where the operational overheads of proactive CCTV surveillance are not practical, and where CCTV creates privacy concerns. Example:

- **Community SafetyWatch®** - There are many business and residential communities working with their police and local councils that are in fact paying significantly more to fight crime each year, but still continue to live and work in fear because nothing works for them.



Routes to Market

The vast majority of security professionals wish to use, resell, distribute, or be associated with Viseum in some way, because they know that Viseum represents a paradigm shift in security, surveillance and video analytics capabilities. We are extending our lead throughout the world by partnering with select industry experts who are successfully strong in their particular industry sectors and regions.

Resellers – Our [Certified Corporate Partners Programme](#) is designed to attract select partners who invest suitable amounts of resources and finance to qualify local risk and optimise Viseum sales.

The most efficient method of selling all of Viseum's Product Solutions and Services is by leading the sale with the Viseum IMC and using the [Viseum Phased Technology Introduction Programme](#).

Project Sales Direct Support – We have evolved and published a [Unique Sales Process](#) that optimises our technology advantage to win high-end major security projects when compared to any other solution.



[> Download the Viseum Story <](#)



> [Viseum Technology and Support Strengths](#) < This is a brochure presentation of our technical support and capabilities. It is very successful for Viseum sales training and provides our customers with confidence in our project support and delivery.



Legal Statement

We have invested heavily in the protection and policing of our intellectual property rights (IPR). Central to our business is the commercial protection we provide our partners in sharing these secured markets. We commit to the policing of this IPR in the following way: As with any infringement, its trade reseller is the primary target for legal action, which is, in turn, followed up by making the potential user aware of the infringing product's recall due to its illegal use. This is then followed up with full and complete legal action with the suppliers of such goods. This policy of proactive policing our markets in this way since 2002 has proven so successful that we have only ever identified one infringing party. A PLC entity was found to be trading with infringing goods and they can now no longer sell such goods into our international territories, nor can they secure investment due to this breach.

Viseum technology and software is protected by a number of intellectual property rights. Purchase of a Viseum-driven product from an authorized Viseum[®] supplier guarantees that it contains authentic Viseum[®] software, and carries with it a licence giving the purchaser permission to use the Viseum technology. Attempted use of Viseum[®] software without a valid license is in breach of international law.

Patents Granted European Patent > [EP 1 579 399](#) <, United States of America > [US 7,952,608 B2](#) <.

Registered Trade Marks Viseum[®] SafetyWatch[®]

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